

Venture Design

Template

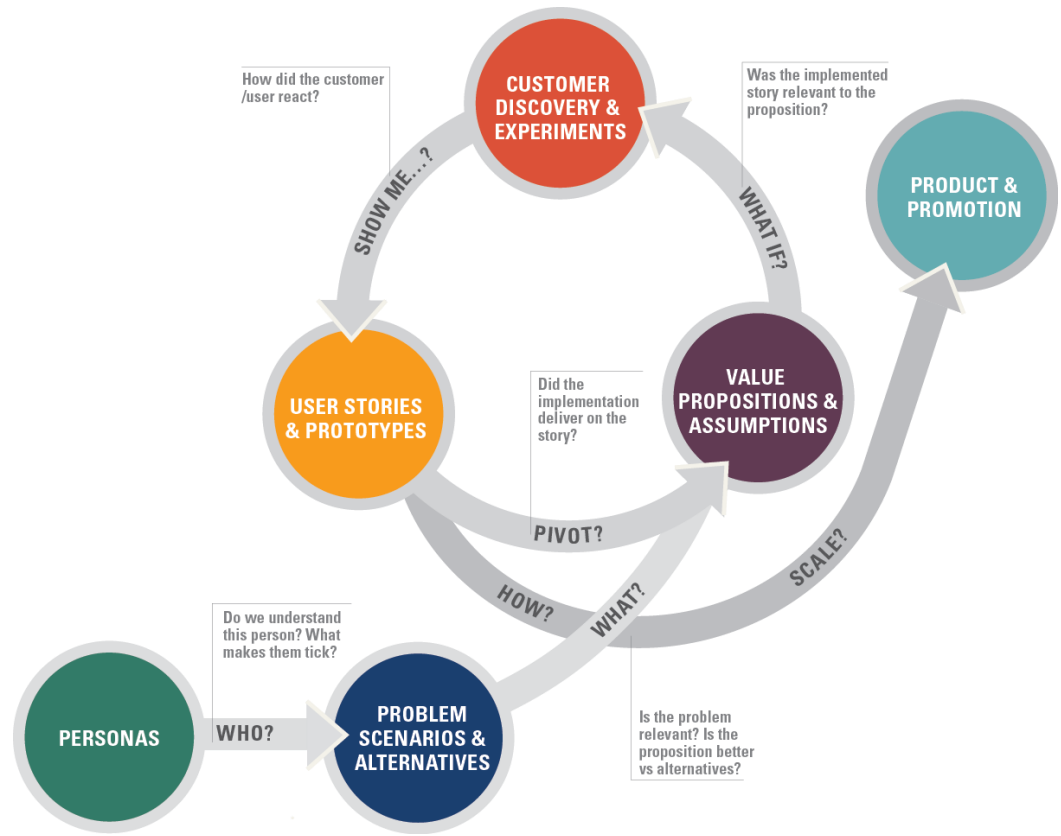


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[Alexandercowan.com](http://alexandercowan.com)

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0. What's the business?

- A. **Positioning statement** - For busy parents who need help planning their kids' lunch and snacks, snack-ama-planner is an IOS and Android app that helps choose, plan and shop. Unlike using a combination of hand-written notes, shopping lists and google searches, this app is a one stop shop.

1. Personas

Marla the busy pre-school Mom

Screening Question: Do you pack lunches and/or snacks for your kids' school?

The persona I am focusing on is Marla the busy preschool mom.

A day in the life of Marla:

Marla is a busy mom of two. She has two daughters in preschool and day care. She is an avid reader and likes to keep herself up to date on current affairs. She follows a number of sports like football, tennis and basketball. She likes to have a very active lifestyle and encourages her family to do the same. She has a Master's degree in engineering and has a full-time job as a hardware engineer. She juggles work, home and the kids along with her husband Kevin. Their day begins at 5:30 with a work-out followed by making breakfast, getting themselves ready for work and getting the kids ready for school and day care. On most days, it is Marla who packs the lunch and snacks for the kids. They all get back home around 5:30. This is followed by making dinner, baths for the kids, eating dinner and putting them to bed. She typically likes to cook dinner every night but they sometimes end up ordering in. Marla tries to prep for her morning chores the previous night but sometimes just doesn't have the time or the energy. Over weekends, they like to hang out with their friends, eat out and watch movies and also have kid-centric activities lined up like swimming and little-gym. They just bought a home and remodeled it to add a beautiful big kitchen. Marla is very particular that her kids eat healthy food. They try their best to plan the meals for the week over the weekend but it is very challenging. They are vegetarians and she is also very particular that her kids eat healthy.



| | |
|---------------|---|
| Thinks | Marla thinks it should be easier and more automated to plan and shop for her kids lunches and snacks. She would like to have a clear plan and all the ingredients/snacks before the week begins. This is important because sometimes she finds herself scrambling at the last minute and packing stuff that she knows they will not eat or are not healthy. |
| Sees | Marla sees that a lot of parents (including her) end up packing cookies or something equally unhealthy as a result of lack of planning. |
| Feels | Marla feels guilty when she packs unhealthy/processed snacks for her kids. She also feels sad when the kids don't eat the snacks she packed because they didn't like them. Marla feels frustrated when she has to spend a lot of time planning lunch and snacks. She feels it eats into her weekend time. |
| Does | Marla does try to plan better by using google searches for "healthy snacks" and searching for "healthy lunch recipes". She makes hand-written notes and jots down shopping lists but always seems to fall back to undesirable options as the week goes by. She tries to remember what snacks she packed that week, so she doesn't repeat. |

2. Problem Scenarios, Alternatives, & Value Propositions

| Problem Scenarios | Current Alternatives | Your Value Proposition |
|--|---|--|
| Marla's family are vegetarians and it is challenging to find a lunch and three snack options for five days of the week. | She is constantly searching online for healthy vegetarian recipes and snack ideas. | The snack-ama-planner does web searches and recommends options based on user input (food allergies, food preferences). User can also save custom (own) recipes/options that the app will then use to formulate the lunch/snack plan. |
| She has a hard time planning the grocery shopping list because she is unclear what ingredients and how much of them she will need. | Marla then jots down recipes and manually makes a list of ingredients needed/shopping list. | Based on user preferences, the snackama-planner chooses a lunch and 3 snacks for the 5 school days and creates a shopping list to use for those. |
| Marla sometimes repeats the snacks and lunch often enough that her kids are bored and will not eat. | She tries to keep in mind not to repeat them. | The snack-ama-planner rotates the options so that kids are not bored. |

3. Customer Interview Guide

PERSONA HYPOTHESIS

Tell me about yourself as a busy Mom.

Tell me what you think of kids lunch/snacks and the ideas/options you use.

What do you feel about this daily activity?

PROBLEM HYPOTHESIS

How do you currently achieve this? What is your process?

What are the different sources for your options/ideas?

Do you do all the shopping and planning over the weekend or do you plan the previous evening?

What's difficult or annoying about having to pack lunches every school day?

Do you have kids with allergies? If so, how does that affect your options?

Do you have more than 1 kid that you have to pack lunch for? Do they have different preferences and if so, is that harder?

What are the top 5 things that you think would help you do better or make it easier for you in this area.

4. Value Propositions & Assumptions

What is the product hypothesis?

For busy parents who have to pack lunches and snacks for their kids every day of the week, it is very challenging to find options that suit their preferences, are healthy and that kids will like. Currently, they spend a lot of time searching online, making shopping lists and shopping. If we build a mobile app that takes in user preferences (one time set up), generates options for snacks/lunches and generates accurate shopping lists for the week, they will buy it.

What are the key assumptions?

| # | Priority* | Key Assumption | Needs Proving? | Experimentation |
|---|-----------|--|----------------|--|
| 1 | 1 | If we offered parents a smartphone app that did the lunch and snack planning and generated accurate shopping lists for the week, they would try it, use it, adopt it and pay for it. | Yes | Experiment vehicle – sales: Sales: Email a set of target parent audience about this app and ask them to respond if interested. |
| 2 | 2 | If we emailed the parents in our kids' classes about signing up for use of the app, at least 25% would respond. | Yes | Experiment vehicle – sales: Sales: Email a set of target parent audience about this app and ask them to respond if interested. |

| | | | | |
|---|------|--|-----|--|
| 3 | 2 | If we emailed parents the lunch/snack plan and the shopping list, they would be spending 50% lesser time on this activity now than before. | Yes | Experiment vehicle - Concierge: Accompany users who are grocery shopping for the week. Discuss about how much time they would spend before Vs the time spent when they have an accurate list. |
| 4 | 2 | If we offered them a month-to-month subscription service at 10\$ a month, parents would pay for it. | Yes | Experiment vehicle – Sales: Email a set of users and get answers on how much the service might be worth. This gives us an idea of what users are willing to pay. A yes or no questions might not reflect user sentiment correctly. |
| 5 | 5 | If we offered them a 50% sibling discount (in case of different food preferences), they would subscribe to it regularly. | Yes | Experiment vehicle – Sales |
| 6 | 6-10 | If we also sent out coupon info for their preferred grocery store, they would subscribe to it regularly. | Yes | Experiment vehicle – Sales |

5. Experiments: Testing Your Assumptions

Snack-ama-planner Sales MVP

| | |
|--|---|
| What assumption will this test? | If we emailed busy parents about a smartphone app that did the lunch and snack planning and generated accurate shopping lists for the week, they would respond with interest. |
| How will we test it? | We would use the Sales MVP. Email a set of target parent audience about this app and ask them to respond if interested in using it. |
| What is/are the pivotal metric(s)? | Yes, we are expecting a definitive result. We are looking for at least 25% of the emailed audience to respond with positive interest. |
| What is the threshold for true (validated) vs. false (invalidated)? | Threshold for true (validated) would be a 25% positive response rate. Anything less than that would be false (invalidated). |
| What will you do next if the result is true? False? | <p>If true/validated, we will then build a 'wizard of oz' MVP. We would set up a web page that records user food preferences and email the user. We will then record/observe the user response. This will move us toward our goal of refining our understanding of user pain points.</p> <p>If false/invalidated, we will then go back and do another round of user interviews to try and understand our personas and problem scenarios back to the drawing board and tweak our hypothesis.</p> |
| How much time, money will it take to set up? | <p>To set up the experiment it will take:</p> <ul style="list-style-type: none">- 2 hours of gathering target audience emails (combined effort by all team members)- 2 hours of composing, sending out the email and sifting through responses by the product owner/manager. <p>There will be no significant dollar amount associated with this experiment.</p> |
| Roughly, what will it take for each individual test? | As stated above, this will not be an individual test. We are estimating a total of 4 hours by the team to set up the experiment and set it in motion. There will be no significant dollar amount. |
| Roughly, how long will it take for each test to run and | There is a little bit of ambiguity here since the time frame depends on user email responses and how soon they get to it. We will set a minimum of 2 weeks for users to respond, so that is when we will have definitive actionable results. |

produce definitive, actionable
results?

6. User Stories & Prototypes

User Stories

Epic 1: As Marla the busy preschool Mom, I need to be able to key in my food preferences, so the list contains only what we would eat.

| Story | Test Cases |
|---|--|
| 1.1) I would like vegetarian options this week. | <ul style="list-style-type: none">a) Test to make sure user is able to choose different food preferences like vegetarian, gluten-free, nut-free etc.b) Test that user should be able to change preferences anytime. |
| 1.2) I would like vegan options this week. | <ul style="list-style-type: none">c) Test to make sure options chosen by user 'stick' (are saved) unless user chooses to change them.d) Test/research to make sure that the list of options is exhaustive. |

Epic 2: As Marla the busy preschool Mom, I want to avoid allergens, so my kids are safe.

| Story | Test Cases |
|--|--|
| 2.1) I want the options to be nut-free | <ul style="list-style-type: none">a) Test to make sure user is able to choose allergens to absolutely avoid in the options.b) Test to make sure that the chosen options are saved unless user changes them. |
| 2.2) I do not see my allergen on the list, I need to add it. | <ul style="list-style-type: none">c) Test to make sure that if an allergen is not listed in the app, the user is able to add it.d) If a user adds an allergen, test to make sure the app understands it and incorporates the input in the options |

Epic 3: As Marla the busy pre-school Mom, I would like to add a custom recipe, so I can make their favorite lunches.

| Story | Test Cases |
|---|---|
| 3.1) I would like to add the recipe for the kids favorite pasta as an option for lunch. | <ul style="list-style-type: none">a) Test to make sure user is able to add the name of his/her custom lunch option.b) Test that user should be able to add ingredients and quantities along with the name of the recipe. |
| 3.2) I would like to add a kids favorite snack to the list of options. | <ul style="list-style-type: none">c) Test to make sure user is able to add the name of his/her custom snack option. |

Epic 4: As Marla the busy pre-school Mom, this week, I want to avoid snacks that the kids did not like last week, so they like what they eat.

| Story | Test Cases |
|---|---|
| 4.1) I would like to permanently remove a snack/lunch option from the list | a) Test to make sure user is able to remove a snack/lunch option and it does not show up in the list for ANY week. |
| 4.2) I would like to temporarily remove a snack/lunch option from the list. | b) Test to make sure user is able to remove a snack/lunch option and it does not show up in the list for this week. |

Epic 5: As Marla the busy pre-school Mom, I am hoping the kids do not get bored of the lunch and snack options, so they do a good job of eating their lunch and snacks.

| Story | Test Cases |
|---|--|
| 5.1) I would like to set the minimum number of weeks in which to not repeat the list. | a) Test to make sure that when the user sets the number of weeks in which to not repeat the list, that is honored. |
| 5.2) I would like to search for new lunch/snack options | b) User should be able to search for lunch/snack options on the internet |

Epic 6: As Marla the busy pre-school Mom, this week, I want to use up the left-over pasta sauce in my custom recipe, so it doesn't go a waste.

| Story | Test Cases |
|--|--|
| 6.1) I want this week's list to contain my custom recipe | a) Test to make sure there is a way for the user to choose a custom recipe to be a part of this week's list b) The shopping list for the week should contain the ingredients and quantities as detailed by the user |
| 6.2) I want this week's list to contain a snack that the kids want | c) Test to make sure user is able to choose a snack to be added to the list. |

Epic 7: As Marla, the busy preschool Mom, I want to be able to search for recipes based on an ingredient I have, so that I can use it up.

| Story | Test Cases |
|--|--|
| 7.1) I want to use the canned beans in my pantry | a) When a user inputs an ingredient into the search bar, the app should return results that contain the input as the primary ingredient. b) Test that the search results also honor the food preferences chosen by the user |
| 7.2) I want a snack with peanut butter | c) When a user inputs an ingredient while searching for snacks, the results should contain that ingredient d) The results should also honor the food preferences chosen by the user |

Epic 8: As Mike the traveling salesman dad, I would like to be able to save recipes that I found on the internet into the app, so I have a record of them.

| Story | Test Cases |
|---|--|
| 8.1) I found this idea for a lunch on the internet | a) User should be able to save the URL/name of recipe b) User should be able to enter list of ingredients |
| 8.2) I found this recipe and it has ingredients too | c) User should be able to save the URL/name of recipe d) User should be able to pick options from the list of saved URLs for any week |

Epic 9: As Mira the single mom, I would like to be made aware of relevant coupons so I can save money.

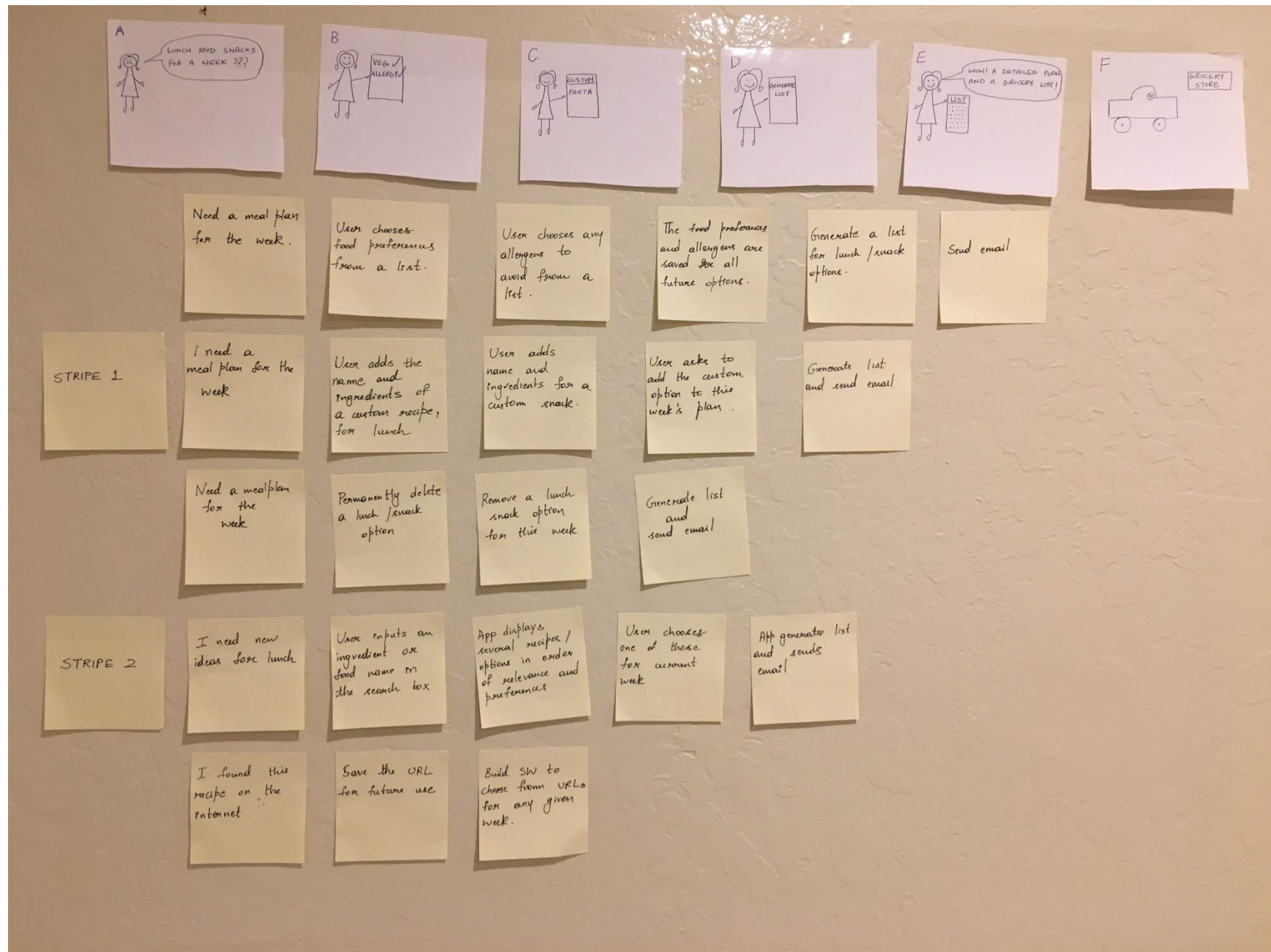
| Story | Test Cases |
|---|---|
| 9.1) I want to add the grocery stores I regularly shop at | a) The user should be able to select all the grocery stores that he/she shops at from a list b) User should be able to add a grocery store to the list |
| 9.2) I want a list of coupons from a grocery store | c) Test that the app is able to show a list of coupons from a store the user chooses d) App should take the user to the grocery store URL to print the coupons or be able to save the coupons in the app |

Epic 10: As Mira the single mom, I would like to rate recipes, so that the app can show me more of what I like.

| Story | Test Cases |
|-------|------------|
|-------|------------|

| | |
|---|---|
| 10.1) I want to rate this recipe as 5 stars | <ul style="list-style-type: none">a) User should be able to rate a recipe/option that the app suggests on a scale of 1 to 5b) The app should adjust future search results based on these ratings |
| 10.2) I want to rate this recipe as 1 star | <ul style="list-style-type: none">c) The app should refrain from making similar suggestions in the future |

Prioritized story map:



Appendix A: Customer Discovery Notes

Visit [Place, Date+Time]

| | |
|---|--|
| AUDIENCE (Name? Company? Do they map to a persona?) | Friends who are also busy parents. Parents of kids that go to school with my son. |
| VENUE/CIRCUMSTANCE (Where? Why?) | At events/parents meet ups in a pre-school and an elementary school that my kids attend. |
| NOTES ON THE PERSONA (What was on their A-list? What were they like? Think-See-Feel-Do?) | They felt guilty when kids did not eat the food. They felt frustrated that they were spending a lot of time over weekends planning for this activity. |
| NOTES ON PROBLEM SCENARIOS (Which ones did they have? What alternatives? What value propositions might resonate?) | The main pain-point for parents seemed to be that they were often out of ideas. They did not mind the effort but just wished someone would plan for them. The alternatives were using many different sources like google search, hand written shopping lists etc |

Appendix B:

How do we test our user interface?

Snack-ama-planner App – Exploratory suite

Objectives & Methods

Learning about customer problem scenarios with a very early mockup of an interactive UI

Product Version

We are working with a very early mockup of an interactive UI

Subjects

Since this App is targeted at parents that pack children's lunches/snacks, they will be our subjects

The screening questions for them would be:
Do you pack lunch/snacks for your kids?

Research Composition

| # | Item | Duration (min.) | Notes |
|---|----------------------|-----------------|--|
| 1 | Intro. & Explanation | 5 | Here we will explain the objectives of the test and the parameters of their participation. We'll also obtain the designated release & consent form*. |
| 2 | Discovery Questions | 20 | Using the interview guide, we'll spend a few minutes on discovery to improve our personas, problem scenarios and user stories. |
| 3 | Test Tasks | 15 | We'll introduce the test scenario and then ask them to complete the Test Items. |

| | | | |
|---|-------------------|---|--|
| 4 | Post-Test Debrief | 5 | Make sure we ask if it is OK to follow-up with additional questions. |
|---|-------------------|---|--|

Pre-Session Checklist

| # | Item | Notes |
|---|---|---|
| 1 | Make sure have written versions of discovery and test questions to refer to | |
| 2 | Make sure test instance is up and functional | - log in - make sure app is on starting page |
| 3 | Make sure recording equipment* is up and functional | |

Session Design

Intro

Hello and thanks for taking the time to be here. My name is Jyotsna and this is observer Mark. We are here to learn about a very early version of a mobile app that allows busy parents to get a meal plan for their kids' lunches and snacks.

I will be asking you a few questions and giving you a few simple tasks. There are no right or wrong answers. We just want to know more about the usability of our product and the audience for it.

This exercise should not take more than 30-40 minutes.

Test Items

| # | Research Objective | Est. v. Actual (min.) | Notes |
|---|--------------------|-----------------------|---|
| 1 | Exploratory Intro | 5 | <u>MODERATOR GUIDE</u> So, I would like you to think about times (early morning or late nights) when you are trying to decide what to pack your kids for |

| | | | |
|---|--|---|---|
| | | | <p>lunch/snacks the next day/week.</p> <p><u>OUTPUT</u> This will help the user remember the pain points that we are trying to address with our product.</p> |
| 2 | Assess primary navigation for choosing food preferences | 5 | <p><u>MODERATOR GUIDE</u> If you needed to choose your kid's food preferences, how would you do it? Could you show me?</p> <p><u>OUTPUT</u> Assessment of primary navigation for choosing food preferences</p> |
| 3 | <p>How are we doing on this user story?</p> <p>As a busy parent, I want to save my food preferences so that I can get an appropriate meal plan</p> | 5 | <p><u>MODERATOR GUIDE</u> If you were to generate a meal plan for your kid, how would you do it?</p> <p><u>OUTPUT</u> An assessment of the user's relationship to the available affordances and their appropriateness to the current user narratives and tasks.</p> |

NOTES ON TAKEAWAYS

Subject 1

| | |
|------------------------------|---|
| Personas & Problem Scenarios | The subject confirmed that this task is a major pain point for her in the week. |
| UI and User Stories | <p>Subject was able to understand the UI and navigate it correctly. However he had several suggestions on how to improve the UI to make it better.</p> <ol style="list-style-type: none"> 1. Gluten-free should not be clubbed along with food preferences 2. There should be a separate list of preferences like <ol style="list-style-type: none"> a) Gluten-free b) Soy-free c) Low-carb |

Subject 2

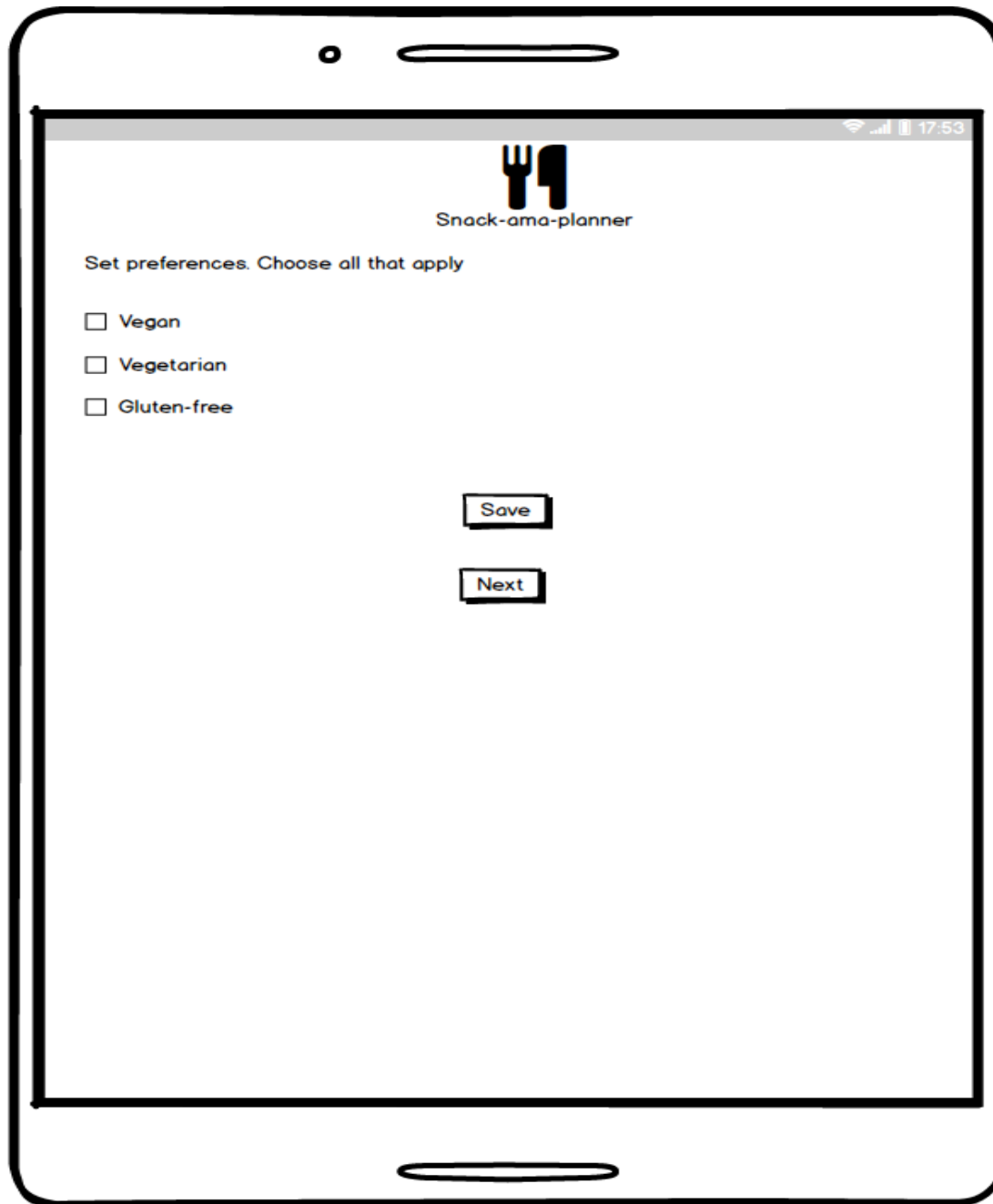
| | |
|------------------------------|---|
| Personas & Problem Scenarios | The said she does not mind spending the time on lunch and snack packing if only Someone would tell her what to pack. This supports our research that there exists a need For the product |
| UI and User Stories | Subject was able to understand the UI but did have suggestions: <ol style="list-style-type: none">1. The food preferences screen needs to have meat options listed. For example, Meat as an option and under that chicken, fish, beef, pork etc. |

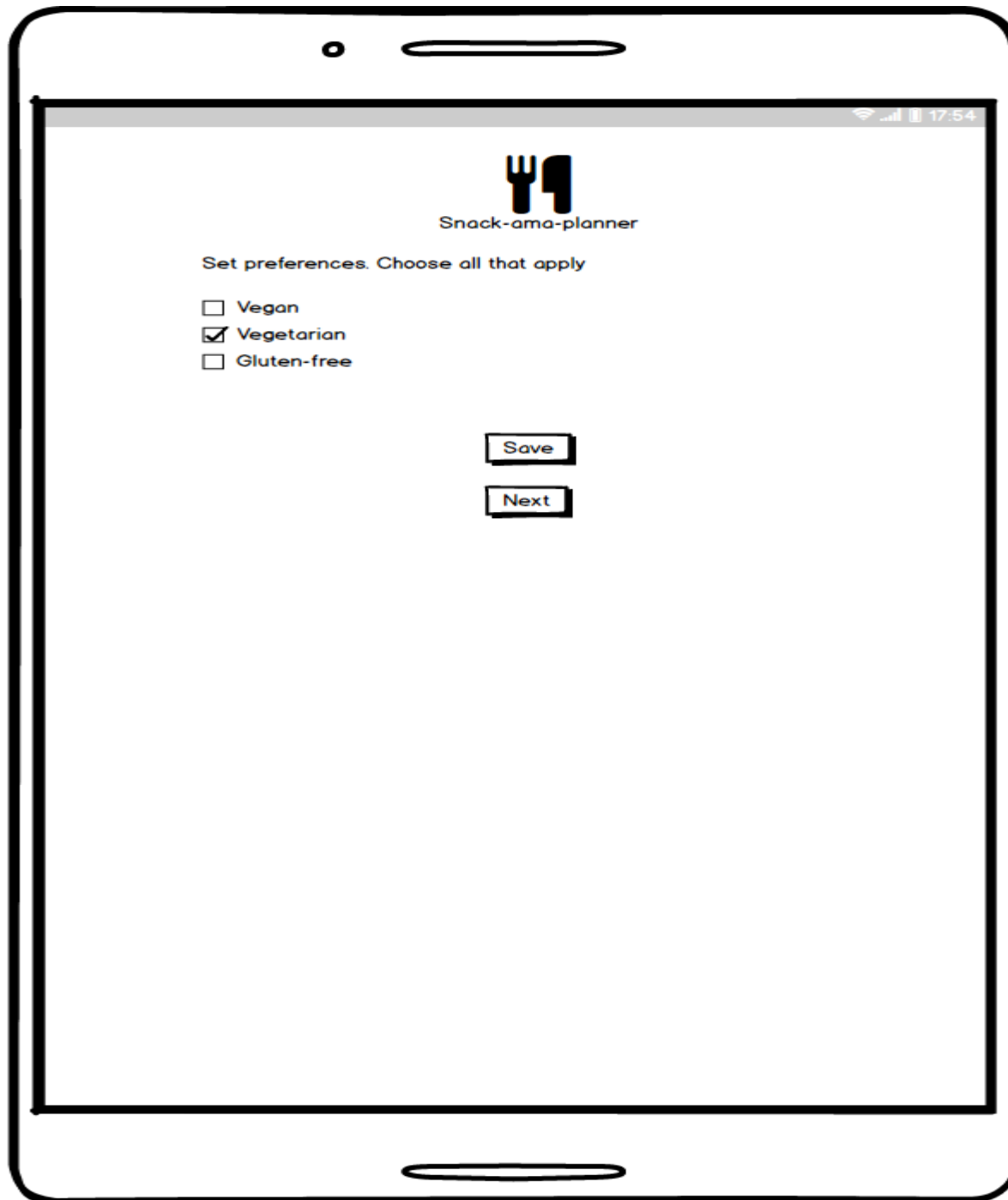
Subject 3

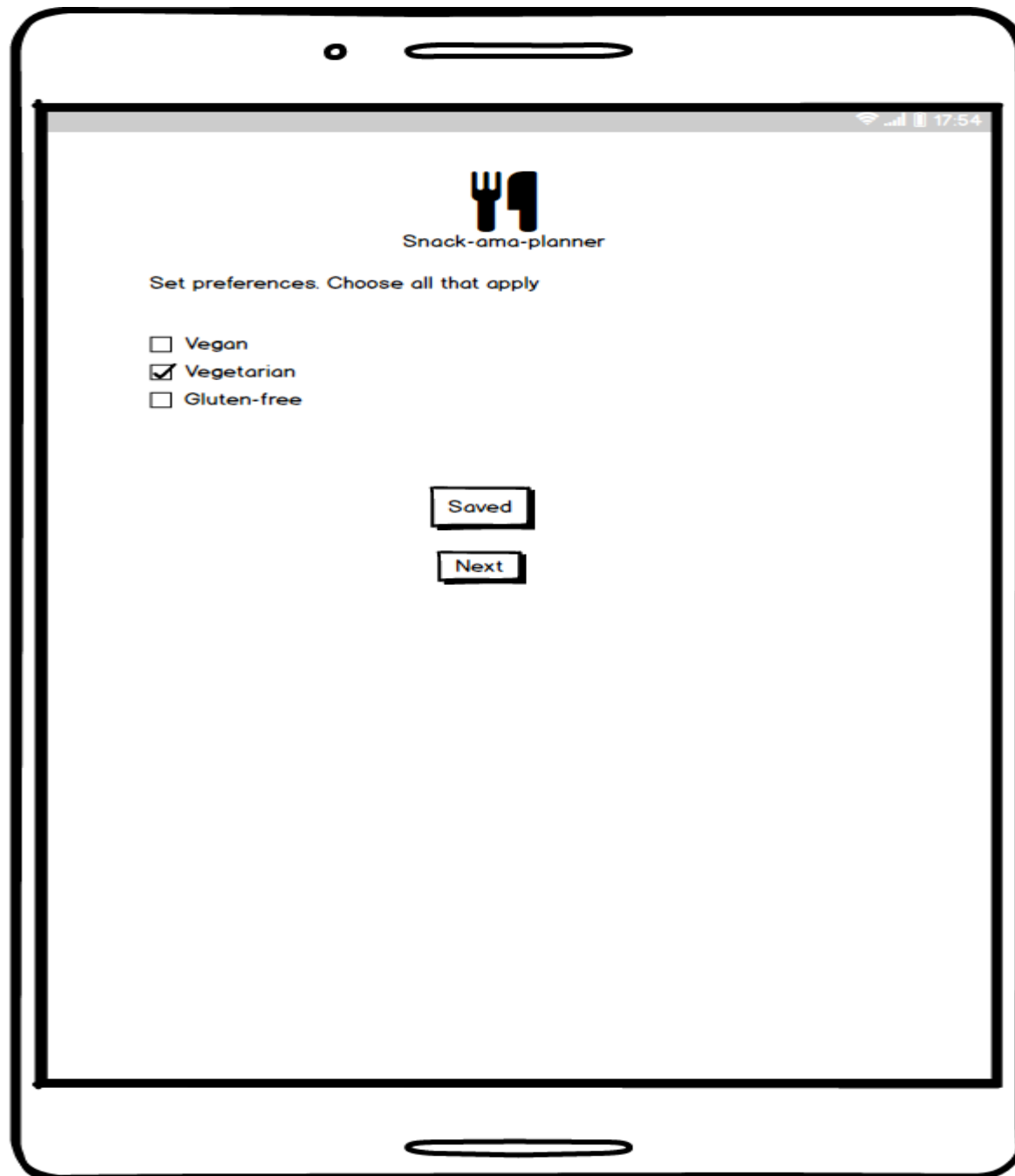
| | |
|------------------------------|--|
| Personas & Problem Scenarios | Subject confirmed that she would like help in planning this activity. |
| UI and User Stories | <ol style="list-style-type: none">1. Subject suggested that every screen where there are options should also have an option “None” so that if the subject has no specific preferences or allergies, they are not confused about what to do.2. There should be no need for a “save” and a “next” button. Clicking on “next” should also save the preferences on that screen. |

Post-Test Debrief


Thank you so much for your time. We will use what we have learned today to make the product better and more user-friendly. Is it Ok if we kept you posted and reached out to you if we had any more questions?







17:55



Snack-ama-planner

Set Allergens. Choose all that apply

☐ Nuts

☐ Lactose

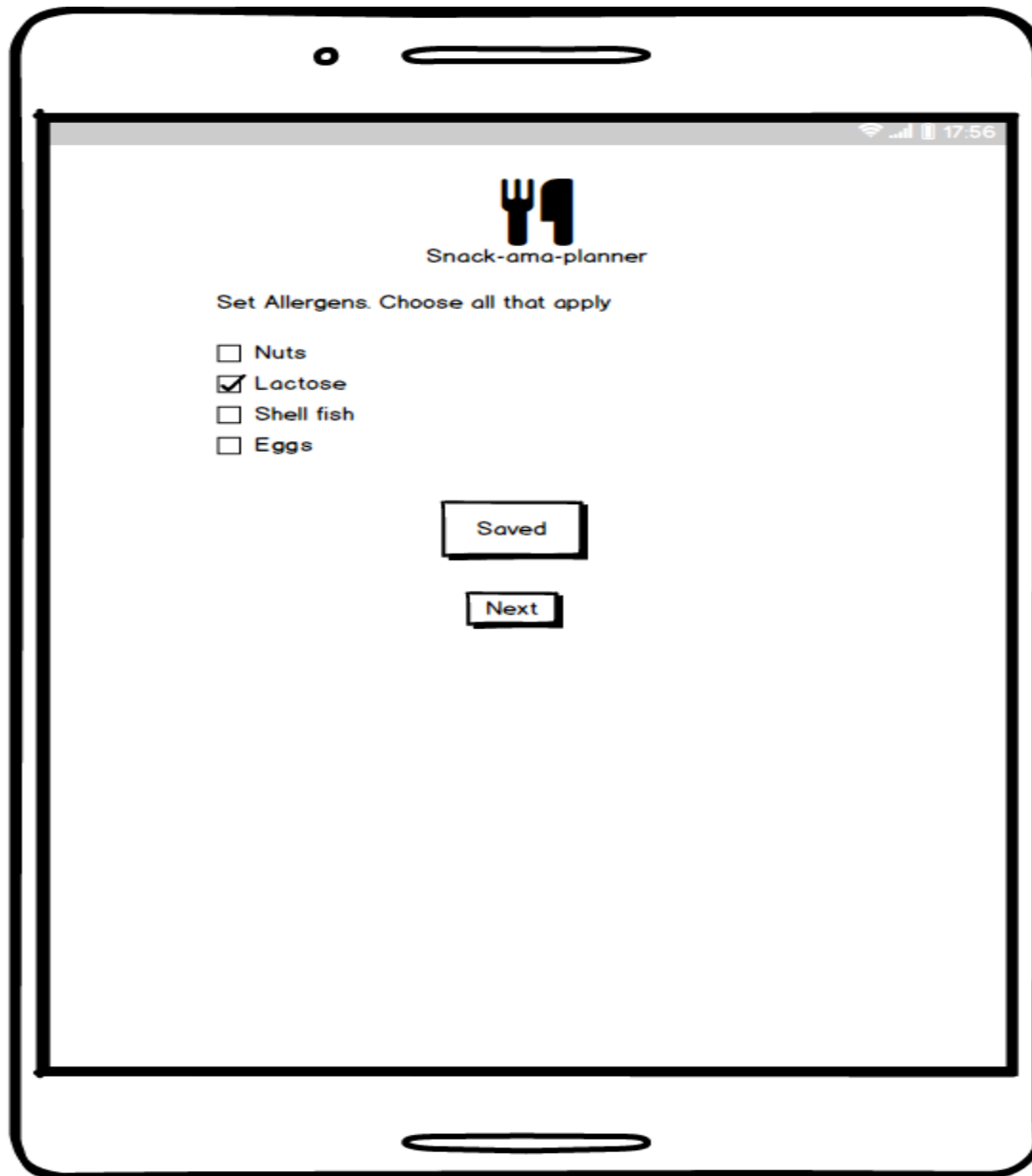
☐ Shell fish

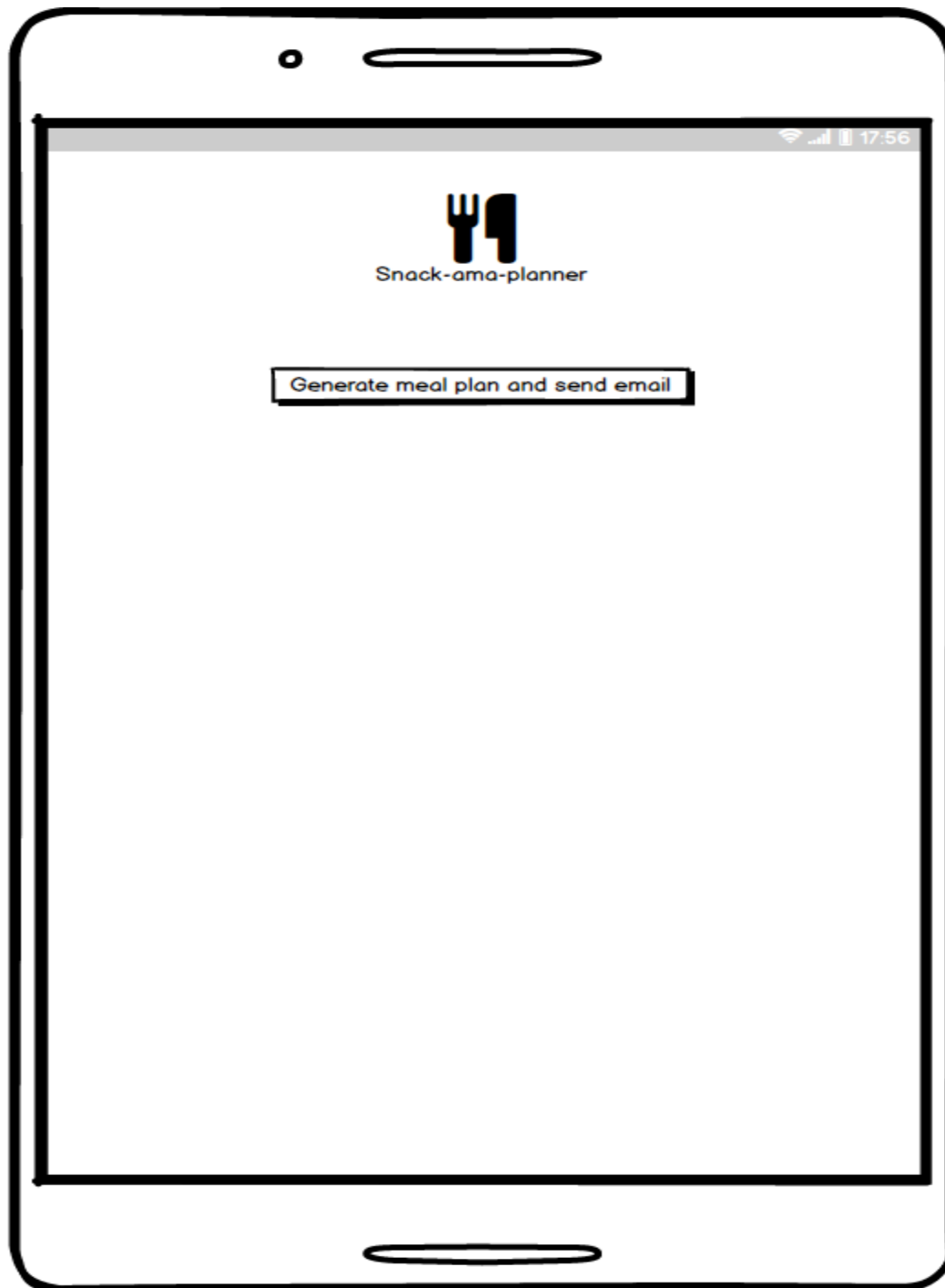
☐ Eggs

Save

Next

The image shows a hand-drawn sketch of a tablet with a black border. Inside the tablet frame is a white rectangle representing the screen. At the top of the screen is a grey status bar with icons for signal strength, battery, and the time '17:55'. Below the status bar is a black icon of a fork and knife. Underneath the icon is the text 'Snack-ama-planner'. Below that is the instruction 'Set Allergens. Choose all that apply'. This is followed by a list of four allergens, each with a checkbox: 'Nuts' (unchecked), 'Lactose' (checked), 'Shell fish' (unchecked), and 'Eggs' (unchecked). At the bottom of the screen are two rectangular buttons, one labeled 'Save' and one labeled 'Next', stacked vertically.





Appendix C:

Google AdWords:

| | |
|-------------|--|
| Keywords | |
| Final URL | www.snackamaplanner.com/register |
| Headline 1 | N e e d k i d S' l u n c h a n d s n a c k i d e a |
| Headline 2 | s ? |
| Path | www.snackamaplanner.com / r e g i s t e r |
| Description | W e h a v e t h e p e r f e c t c u s t o m i z a b l e A p p t o h e l p p l a n a n d s h o p f |

| | |
|-----------------|-------------------|
| | o r t h e w e e k |
| Notes (to self) | |

| | |
|-------------|--|
| Keywords | |
| Final URL | www.snackamaplanner.com/register |
| Headline 1 | V e g e t a r i a n ? A l l e r g i e S ? N e e d n e |
| Headline 2 | w l u n c h & s n a c k o p t i o n s ? |
| Path | www.snackamaplanner.com / register |
| Description | W e m a k e i t e a s i e r t o f i n d , p l a n & s h o p w i t h o u r m o b i l e a p p |

| | |
|-----------------|-------------|
| | <div></div> |
| Notes (to self) | |